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Case Study

Keeping up with ever-changing data across automaker BMW's Belgium dealerships is almost as hard as keeping up with the brand's frisky M6 coupe.

Equally challenging: finding a way to report that data quickly, accurately, and consistently.

Collecting and consolidating data: a performance issue.

Eric Annot, BMW Business Consultant, found that reports critical to dealers and management were taking excessive time, with some reporting needs going unmet.

He explains, "Reporting in general was difficult and time-consuming. We need reports from multiple companies and sometimes multiple databases, with collected data from up to 20 different tables. It was nearly impossible to consolidate data across dealerships because they each had their own systems, and comparisons didn't match up. And once a report was completed, it was problematic to alter or update."

"Before Jet Reports there were some reports we couldn't generate at all. Now our reporting needs are met, and we're able to consolidate data across many operations, which ensures consistent and accurate reporting. Plus, what used to take days now often takes less than an hour."

— Eric Annot, Business Consultant,
BMW Belgium. Belgium

Before: 2-3 work days a week. After: 1 hour or less.

In Jet Reports, BMW and Mr. Annot found a reporting tool that has revolutionized data analysis and distribution for dealers. Annot says, "We've developed several important reports using Jet Reports, increasing business insights tremendously."

One is a complete cash position/analysis of all income and outgo for the upcoming eight weeks. It's a global report used by a big dealership with several brands and locations to anticipate cash funding needs. Prior to using Jet Reports, they had an existing report that provided the data, but, as Annot explains, "each sheet was a different piece of the overall puzzle." The report was created manually and took two to three work days per week—plus, data was often incorrectly entered.

With Jet Reports, the same report now takes less than an hour to run, with a much higher degree of accuracy. It can be refreshed at any point, based on the dealership's schedule and needs. "Jet Reports paid for itself just in that one report," Annot adds.

Jet Reports

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Another area where Jet Reports is putting BMW dealers in the driver's seat: monthly sales analysis. Now used in all dealerships, this vital report shows margins and sales figures based on car sales by sales representative. The report includes the number of cars sold in a given period, revenue earned, and what margins and average margins were paid to what customer type—allowing management to assess and compare sales staff performance. With approximately 60 graphs on 20 sheets this massive report is now generated on a monthly basis. "Before using Jet Reports we wanted to have such a report but it was too time consuming to provide the information."

"Using Jet Reports has changed the way our dealers do business. It gives them fast, accurate sales data when they need it, and allows them to make informed decisions that are crucial to their success."

-- Eric Annot, Business Consultant,

BMW Belgium

Dealer incentives.

One of the most valuable impacts Jet Reports has had is with dealers. Annot shares, "Dealers need to evaluate figures, but if it takes too much time or work, they won't make the effort. Since we've started using Jet Reports, the perception of reporting has improved significantly among dealers. It's quick and easy to use—change two or three filters, and a report can be generated in minutes. That means they'll use it to run their business, which means they'll be making smarter decisions."

Recapping the ways Jet Reports has improved reporting—and the business processes that ensure success for BMW—Annot cites three key benefits: consolidated database and company analyses; dealers having access to the data they need, when they need it; and accurate reporting across all businesses and dealerships, enabling valid assessment and comparison.

"We're already looking ahead to using Jet Reports in other countries and divisions. We talk about the long relationships between customers and their BMWs. I'm looking forward to a long relationship between BMW and Jet Reports."

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